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STRENGTHENING OF THE TECHNOLOGICAL CAPABILITY  
OF THE THAI PACKAGING CENTRE

DP/THA/87/019

THAILAND

Technical report: Assistance in Marketing-oriented  
Packaging Graphic Design\*

Prepared for the Government of Thailand  
by the United Nations Industrial Development Organization,  
acting as executing agency for the United Nations Development Programme

Based on the work of G. L. Chevallier,  
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\* This document has not been edited.

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## I. INTRODUCTION

The consultant was introduced to the project on October 11 1991, during a meeting with the UCD (Unido Country Director) and his assistant, as well as in a meeting with the NPD (National Project Director). The project objectives and activities connected to the consultant's mission and its duties (see annex 1) were reviewed.

It appeared that a great amount of design work had already been achieved by the TPC (Thai Packaging Center) in connection with output 2 of the project document. However, some improvement was required to upgrade the graphic quality of the design. To achieve this, more specific and detailed information was required, as specified in activity 1.2.3., to clearly position the products selected during activity 1.1.1. on the chosen target market (EEC). After checking with all concerned, particularly the Department of Export Promotion, it appeared that this could not be performed during the length of the mission, to the extent required for the above-mentioned improvements. This meant that the graphic design produced during the mission would not correspond to a specific positioning of the products on a specific market, but would only meet international graphic standards. Also after a few observations, it appeared appropriate for the consultant to put more emphasis than expected on general design practice aiming to improve the efficiency in operating the design studio and the management of design projects. The main objective of the mission remained the improvement of the quality of the designs through a better understanding of the interdependence of graphic design with marketing objectives and communication strategy.

From the meetings also emerged the concern of both UCD and NPD for the TPC to develop its ties and relation with the private sector. It was then decided that every effort should be made to include, as much as possible, the private sector as direct beneficiary of the mission.

## II. MISSION PROGRESS

The performance of the consultant's mission activities was organized to satisfy the above needs as follows.

### A. Training of the Packaging Centre's designers

This was to be performed by guiding them while improving designs already produced or developing alternative packaging designs for the products selected and being studied by the Centre.

B. Extension of the training to the private sector (local designers)

This would be accomplished with the organisation of a workshop open to local designers as participants and to others attending as observers, all coming from design studios, advertising agencies, design schools, packaging manufacturers, government institutions. Aside from attending information sessions, each participant would have to develop a new packaging for a product selected for its export potential thus extending the number of products being studied during the mission. Designers would have to work according to a specific design brief (annex 4) and present the development of their project at critical sessions to be attended by all so that all participants could benefit from each other's project and the comments of the consultant.

The workshop would put the emphasis on the importance to relate graphic design of retail packaging to:

- materials and manufacturing techniques;
- interpretation of market demand and product positioning.

It would deal with the fact that packaging design is three-dimensional graphic in which the shape, size and material used in the manufacturing of the container bear as much meaning, in terms of graphic communication and consumers appreciation, as other symbols used in the decoration of the container for the product identification.

The Thai Packaging Centre's designers and senior staff would attend the workshop as either participants or observers.

C. Informing the private sector of the importance of market related packaging design

To further enlarge the benefit of the mission to the private sector concerned with export, it was decided to organize a one-day seminar on the subject: "PACKAGING: A TOOL FOR MARKETING CONSUMER GOODS AT EXPORT", with several guest speakers to present the interrelation of packaging design with a marketing and communication strategy.

The seminar would address general managers, export and marketing managers of packaging users, as well as executives from packaging manufacturers, advertising agencies, design studios and representatives of government agencies dealing with export.

The complete programme of the mission is presented in annex 2.

### III. PERFORMANCE OF MISSION ACTIVITIES AND FINDINGS

The performance of the activities assigned to the consultant brings the followings comments:

#### A. Selection of products

The following products had been selected by the TPC (activity 1.2.1)

- Processed Marine products:
  1. Quick frozen cooked shrimps, (retail packaging)
  2. Frozen fishcakes, Stuffed squids (retail packaging)
- Flowers and Horticultural products:
  3. Sapodilla (retail and shipping carton)
  4. Orchids (shipping carton)
- Natural Health Food:
  5. Set of 6 different spices (retail packaging)

The following products were added for study of retail packaging by the workshop participants:

- Jam
- Canned fruits (lychees, longan, rambutan)
- Dried fruits (mango, pineapple, pappaya)
- Tea
- Coconut powder and cream
- Snacks

#### B. Market Information

The market information collected by the TPC regarding the products selected and their retail packaging (activity 1.2.2.) was quite appropriate to determine the type of packaging required (material and packing technology), the content and price of the retail unit but not sufficiently detailed to establish a precise positioning of the product. The target market (EEC) was too wide and the sample packaging collected or photographed abroad was too limited or not sufficiently representative of graphic trends. As already mentioned, the complementary information (activity 1.2.3.) which would lead to the products positioning on specific market could not be gathered during a four-month mission. This was due to the fact that the design project remained theoretical and was not conducted for any specific manufacturer or exporter with regard to specific marketing objectives.

To gather the required information in a few weeks, the collaboration of an agent or importer abroad would have been necessary; this could not be arranged by TPC which does not have yet the proper contact abroad except through other packaging centres also members of the Asean Packaging Association.

The consultant had therefore no ways to confront the proposed design against existing successful competitive packagings as required. Therefore appreciation had to be based on the information gathered by the consultant for the mission, particularly the packaging of flowers, and on his awareness of the international graphic scene.

The type of information required for the establishment of a comprehensive design brief and the reason and timing for the collection of the information were thoroughly covered during the workshop and the seminar as well as ways to check if a tentative model is appropriate for a given market. TPC staff and designers are now quite familiar with the preparation of a design project and testing of designs prior to manufacturing.

**N.B.**

The question as to who should collect this information was brought up. It is the consultant's firm conviction that marketing information has to be provided either by the manufacturer of the product or through channels specialized in this field. Other government agencies such as the Department of Export Promotion have this responsibility and are equipped to perform this task. Other than the collection of samples to be displayed at the centre, as presently done, TPC's role is to request this information, explain why it is needed, and indicate ways of collecting it.

C. Packaging production in Thailand

With regard to graphic design, the investigation regarding materials, machinery and techniques available in Thailand (activity 1.2.4. and 1.2.5.) did not bring any limitations to the designs of standard packaging. The quality of packaging manufacturing can still be a problem when a packaging user is not willing to pay the price for quality. Other defects appear to come from poor coordination of the various phases of manufacturing (printing and converting) or follow-up and control from the users or the designers who have at their disposal all the necessary equipment, supplies and also skills to produce final art work of appropriate quality.

D. Training the designers and production of new designs

Activity 1.2.6. was performed in two circumstances:

- by training the two designers of the TPC, while performing their normal task in developing designs for the packaging of the products selected.

- during the workshop attended by six additional local designers while working on the design of packaging for products selected for their export potentiality.

## 1. Training the TPC designer

The training put emphasis on the organisation of graphic layouts, choice of illustration, typeface, colors in relation with a design brief established in connection with marketing objectives.

The TPC designers were found to be extremely skilled and to have a good design awareness both in two- and three-dimensional designs. Their limited experience in designing packaging (a recently created activity of TPC) explains the difficulty they encountered in conducting their project. The fact that the design studio is not placed under the direct responsibility of a senior designer but that designers are assigned projects and supervised by other non-design staff makes it difficult to coordinate the designers' work for better efficiency and quality of the design produced. Due to this situation the consultant made sure that all TPC staff coordinating a packaging project were constantly present in the discussion of the work being handled by the studio.

Also suggestions were made to the TPC director for improvement of the studio operation as well as necessary control of the designers' work. Design files and time logbooks were introduced during the mission and individual time sheets were to be introduced as early as appropriate.

The designs produced by the TPC designers were of the appropriate quality to sustain comparison with international standards.

## 2. Workshop

It was attended by 21 persons from public and private sectors as follows:

Participants:	Advertising agencies	2
	Design studio	2
	Government institution	3 (2 TPC)
	Packaging manufacturer	1
Observers:	Design School	3
	Packaging user	2
	Packaging manufacturer	3
	Government institution	1

The programme of the workshop is presented in annex 3.

The 15 sessions were divided into:  
- 8 technical information sessions;  
- 3 factory visits;  
- 4 critic and creative sessions.

The technical information session dealt with the limitations imposed to the designers by the manufacturing techniques, process and material characteristics, aspect



unfamiliar to graphic designers and essential when dealing with packaging design. A large amount of hand-outs were distributed to the participants for future reference. The responsibility of handling these sessions was shared by the consultant and the TPC staff, so most of the information could be distributed in Thai.

The attendance to this very well-organized workshop was good but the production of new designs for the product assigned to each designer was disappointing. Only 4 participants presented final designs of good standard according to the design brief presented as annex 4.

Other participants simply refused to change their design to overcome some basic mistakes and improve the layout and impact of their design or did not submit final designs at the end of the workshop.

This poor result was thoroughly discussed with the TPC director with whom the workshop programme was developed; no other reason than plain stubbornness could be found. Evidently local designers are not accustomed to discuss their projects or accept criticism. Also, another fact surprised the consultant: all requests to visit design studios and advertising agencies were ignored or cancelled. Such visits would have given the consultant an opportunity to check if the budget and time allocated to design project are the true reasons for the mediocre quality of the design produced. As a result the consultant could appreciate the capacity of the profession to produce packaging of international standard only by what is displayed in the stores or by samples presented to him during the visits to the printers. The comparison with the work produced during the mission is by far to the advantage of the TPC designers.

Some of the designs completed during the mission are presented in annex 6.

**N.B.**

Regarding the final art work of the design produced both by TPC designers and during the workshop, all designers possess both skill and know-how to the extent that it was not necessary to include this aspect of design during the mission.

E. Appraisal of new designs

Activity 1.2.7. was performed with regard to the following design projects.

TPC Projects: Packaging for fresh fruits (sapodilla).  
Consultation included manufacturing and cost of the plastic tray proposed as a retail unit (4 fruits), printing and cost of the label, printing of the shipping carton and cost in two and three colors using silkscreen and flexo printing.

This last consultation led to modify the original design for technical reasons, reduce cost and improve graphic impact using two colors for printing.

Workshop projects: Jam.

Selection of the most appropriate design for the jar, size of the jar opening and selection of the type of closure, cost of manufacturing.

All other design projects did not require any special consultations since they were using material and techniques made familiar to the designers during the workshop. Their design concept being quite standard, their cost of manufacturing was also expected to be within standard cost.

#### F. One-day seminar

It was held on January 22 1992, on the subject "Packaging: a Tool for marketing consumer goods at export".

The programme is presented in annex 5.

It was attended by 32 participants coming from both the private sector and government institutions. The speakers emphasized the need to achieve export growth with products adapted to the consumers' expectations and needs, this requiring an extensive market research, before a design can be developed. This very well-organized seminar covered all topics of the programme.

#### IV. RECOMMENDATIONS

Considering the overall situation of the graphic design of packaging in Thailand and of the expected growing needs for high quality graphics for export packaging, it is strongly recommended that the TPC not only sustains but develops its capacity in packaging design.

It is therefore recommended that the following actions be taken.

##### A. Improving the design studio operation and efficiency

TPC management should be aware that the present studio operation is somewhat loose, and that if and when the design activity increases the present way of running the studio will no longer be appropriate. Therefore the recommendations proposed to the TPC director will have to be implemented. They include:

- designating one designer as head of the design studio. He will be responsible for:
  - checking that design brief are complete and give necessary information to conduct the projects.

- organizing the planning of the studio operation, assigning projects to the designers, checking that projects are progressing according to plan.
  - supervising the work of his colleagues, particularly checking that projects are being handled correctly and in proper sequences.
  - guiding them in being creative and checking the graphic quality of the work being produced.
  - checking final artwork.
  - being responsible for buying supplies and equipment as well as buying design services not available at TPC and subcontracting work outside the studio.
- Implementing as soon as appropriate the use of design files, individual time sheets and project development planning, making sure that delays for each phase of a project are respected.
- Controlling the studio operation by meeting regularly with the studio manager.

#### B. Further training of TPC designers

TPC operation separates structural design and graphic design as two different activities. Even though packaging designers cannot handle all engineering aspects of packaging, their understanding and capacity in contributing to solve structural problems must be increased.

The designer having the best aptitude for three-dimensional design should receive in-house training in structural design particularly in design of folding boxes, corrugated cartons, POP (Point of Purchase) material and other types of promotional packaging. He should also acquire competence in the design of shapes of containers, mainly glass and plastic. The training should include basic model-making, an activity which should be developed by TPC using simple model-making tools. For this a three- to six-month fellowship abroad would be appropriate.

The list of the necessary tools is presented in annex 7.

#### C. Computer Aided Graphic Design

The consultant was able to investigate the possibility of processing diskettes through desk-top equipment capable of providing color separation and of directly producing the films. Even though the equipment examined in a service company has limited capacity, the very dynamic printing industry of Thailand will soon be equipped with appropriate systems now available in

Thailand. TPC which already has computer capacity should consider acquiring the necessary equipment (high definition color monitor and laser printer/scanner capable of scanning positive transparent films) and appropriate software (Illustrator, Pagemaker, Studio, Letraset, etc.) and train the designers in their operation.

Before making a decision, TPC management should bear in mind that to become and remain efficient in computer graphics, designers have to steadily use the equipment several hours a day. The design studio will have to be provided with the appropriate volume of work and operate on a more speedy path. The promotion of the TPC design services will also have to be looked into.

#### D. Training of local designers

As already mentioned, the lack of competence of local designers in packaging design should be attended to immediately due to the urgent need of designs of the quality required for export. It is suggested that TPC management follow up on the contacts taken by the consultant with both the Department of Photographic Science and Printing Technology of the Faculty of Science at the Chulalongkorn University and the Federation of Thai Industries. During these contacts the need and possibility to organize a special training programme in packaging design was discussed (see annex 8).

The content of the training would be based on the programme of the workshop held during the mission, with more time being allocated to studio work and critical sessions. It would be presented as an extra curriculum programme lasting six to eight weeks (full time) and open for both graduate students and professionals. The packaging centre staff would provide all the technical information and offer testing facilities whenever required, while the university department would provide accommodations and necessary equipment, staff and faculty. The assistance of a designer from abroad would be required until eventually the Department would develop with its own faculty a highly needed full curriculum course.

As the packaging industry would be the first beneficiary of the training, it would be appropriate that the corresponding section of the Federation of Thai Industry contributes financially to the expenses of the programme. UNDP might be in a position to provide and finance the contribution of a designer from abroad.

#### V. CONCLUSIONS

Even though one activity could not be performed during the mission and besides the results of the workshop, the consultant considers this mission as quite satisfactory. The full support received from the TPC director and the staff, the interest shown

by all, and the very efficient assistance of the counterpart made this mission very pleasant and effective. The attitudes of the local designers as well as that of the advertising agencies are very significant factors to encourage TPC in increasing its capacity to provide packaging designs with the approach and of the quality required to develop the export of Thai products. This mission will however be of little impact if the TPC management does not encourage and make sure that its staff follows in the future the approach and design practice demonstrated during the mission. The fact that this might require some perseverance and will power should not be a problem since the TPC director's reputation is based on these two qualities.

Job description

Post title: Expert in packaging graphic design

Purpose of the project:

The purpose of the project in connection with the expert mission is to strengthen the capability of TPC staff on the planning and implementation of marketing oriented design research and development programmes relevant to the needs of the Thai exporting community and elaboration of specialized advice to the concerned parties. In connection with this mission, some models of graphic designs for export packages of specific target products and markets are expected to be produced.

Duties: The expert will be assigned to TPC where he will work in consultation with the National Project Director (NPD) and close co-operation with the local counterparts designated for the mission. He will be specifically expected to:

1. Get acquainted with the Thai Packaging Centre (TPC) in terms of operational structure and existing human resources and equipment for the elaboration of marketing-oriented packaging graphic design;
2. Co-operate with the NPD in the selection of six to nine important export products, distributed through the three categories of horticultural, processed marine and health products, for study of respective retail packages particularly suited to the specific conditions of their main importing markets;
3. Provide marketing information specifically concerned to the target markets in terms of acceptable prices level, purchasing habits, preferred colours, sales system and more successful competitive packages for similar products, existing standards, laws and regulations to be met by the export packages being studied, further requirements like bar code for laser reading and computer processing, etc.  
- information details will be looked for in co-operation with the counterparts if not known to the expert with regard to some of the target markets;
4. Search and gather information on locally available packaging materials (either imported or locally manufactured), machinery and techniques for production of the folding cartons, laminate pouches, glass containers and metal cans selected for specific study and development within the project, in connection with other missions of project assigned experts;

5. Search and gathering of specific information on locally available equipment, inks and techniques for actual printing of the types of retail packages referred to above;
6. Elaborate a few alternative models of marketing oriented graphic designs for one of each of the folding cartons, flexible laminate pouches, glass containers and metal cans referred to above, in the light of the prevailing conditions and requirements of the target importing markets, available printing capability in Thailand and an appropriate balance between acceptable package manufacture costs and competitive sales promotion objective; preparation of respective final art works for printing;
7. Final discussion and appraisal of the elaborated graphic design models at joint meeting with TPC, exporters, package and packaging materials manufacturers and converters - together with the related structural design models produced by other experts within the frame of the projects, as referred to on section 4;
8. Programming of further graphic design works with regard to the remaining export products which were selected according to section 2.

PROJECT NO DP/THA/87/019/11-05

Proposed programme for the mission of Guy Chevallier  
UNIDO consultant in packaging and graphic design

Week 1 : October 14-18

- UNDP briefing, visit of TPC, meeting with counterpart.
- Discussion of mission objectives and activities according to project document.
- attending seminar of Mr. Selin of ITC.
- dealing with administrative matters and installation in Bangkok.

Week 2 : October 21-25

- Contact with designers association advertising agencies, marketing research consultant, exporters, government agencies in charge of export promotion (calendar of exhibition abroad)
- preparation of a one day seminar and a 15 session workshop (Nov 18 - Dec 20) on packaging for export.
- factory visits around Bangkok to meet with leading packaging manufacturers (paper, metal can, glass bottle, plastic containers, and corrugated board)
- preparing collection of documents, magazines, books in connection with mission programme.

Week 3 : October 28 - Nov 1

- Continuing contact and factory visit outside of Bangkok if necessary.
- Assistance to TPC design section in their design projects (activities 1.2.2, 1.2.4, 1.2.5 starts) activities 1.1.1 and 1.2.1 are completed.

Week 4 : Nov 4 - 8

- Contact with other TPC departments regarding export packaging projects (activities 1.2.2, 1.2.3, 1.2.4, 1.2.5 continue, 1.2.6 starts)
- Contact with manufactures of product currently exported or with export potential.

Week 5 : Nov 11 - 15

- Same as week 4 while design projects progress.

Week 6 : Nov 18 - 22

- 15 session workshop start for 8 selected designers (including 2 TPC designers) dates to be confirmed by Oct 28.

Week 7 : Nov 25 - 29

- Workshop continues while activities 1.2.2, 1.2.3, 1.2.4, 1.2.5, 1.2.6 are being completed for the selected product.

Week 8 : Dec 2 - 6

- Identical as week 7

Week 9 : Dec 9 - 13

- Identical as week 8, activity 1.2.7 starts
- Consultant available for advices to TPC and private sector



Week 10 : Dec 16 - 20

- Workshop is terminated. Presentation of work (exhibition)
- Activities 1.2.6, 1.2.7 are completed.

Week 11 : Dec 22 -27

- Analysis of workshop performance
- Consultant available for TPC Promotional activities, lectures and conferences and other appropriate contacts

Week 12 : Dec 30 - Jan 3

- Activity 1.2.8 starts
- Contact with packaging manufacturers for production of workshop project
- Further design projects carried with TPC designers

Week 13 : Jan 6 - 10

- Same as week 12

Week 14 : Jan 13 - 17

- Same as week 12
- preparation of consultant reports start

Week 15 : Jan 20 - 24

- One day seminar is held on January 22.
- Preparation of report continues
- Consultant available for advice a further design activity for TPC, research for new equipment, training programme for designers, etc.

Week 16 : Jan 27 - 31

- Draft report is submitted and discussed with TPC Director and UCD

Week 17 : Feb 3 - 5

- Final report submitted, end of mission

PROGRAMME OF THE WORKSHOP ON DESIGN OF PACKAGING FOR EXPORT

Objectives

The graphic design for packaging presents some particularities not well known to graphic designers; the workshop will give the participants an opportunity to understand these particularities based on the fact that packaging is three-dimensional design with very strict technical limitations (constraints).

Participants

The number of participants will be limited to 6 (+ 2 TPC designers) carefully selected graphic designers having at least 5 years experience in a design organization, willing to acquire experience in packaging design. The selection will be made on presentation of a portfolio and an individual interview.

Articulation

The workshop will be organized in a 1/2 day session between 13.30-17.00 on Monday, Wednesday and Friday, three times a week. These sessions will be:

- Technical information session dealing with the manufacturing of packaging and presenting for each material technical constraints in relation to design.
- Critic session: The participants are requested to submit with their application and portfolio one existing packaging on which they want to work during the workshop. If they prefer, the Thai Packaging Centre will provide project for them. The participants will carry out their design research outside the workshop and present them for discussion. Guidance will be given in the development of an appropriate solution until a final mock up is presented. All participants will attend these sessions in order to benefit from each other's project. One session will be attended by packaging manufacturers for comments on the projects from a production point of view.

N.B. Participants are informed that since the critic session will be attended by all, the confidentiality of their project cannot be guaranteed.

Venue

Conference room, Thai Packaging Centre

Fee

Participant	8000 baht
Observer	6000 baht

The fee for participants covers coffee breaks, handouts and factory visits. The participants will have to support the expenses of producing their mock ups.

The fee for observers covers coffee breaks and handouts only.

### Language

The language during the workshop will be English.

### Programme

- Session 1. Organization of the programme.  
What is a packaging, terminology.  
Designing a packaging with a marketing approach.  
Export packaging.  
Slides.  
Presentation of the design brief, assignment of projects
- Session 2. Metal containers.  
Manufacturing techniques, design limitations, standard sizes of can and drums.  
Printing of metal.  
Other uses of metal in packaging.
- Session 3. Visit of a metal container factory.
- Session 4. Glass containers.  
Manufacturing of glass containers (automatic, semi-automatic, manual).  
Different types of glass, their characteristics and cost.  
Mould construction, cost, size of run.  
Bottle and jar design limitations.  
Closure.
- Session 5. Visit of a glass container factory.
- Session 6. Plastic containers.  
The various types of manufacturing and their design limitations.  
Flexible packaging, co-extrusion, lamination.  
Printing of plastic materials.  
Most used plastic materials, compatibility with content, closures.
- Session 7. Visit to a plastic container factory.
- Session 8. Paper and cardboard.  
Paper as a packaging material and recent development. Complex material.  
Printing of boxes and labels.  
Converting paper and board, diecutting, folding, glueing.
- Session 9. Critic session.  
Presentation and discussion of logos.

- Session 10. Critic session.**  
Presentation and discussion of design projects.
- Session 11. Art Directing session.**  
Shooting a photo for food packaging.
- Session 12. Labels.**  
Designing a label that is suitable for a container.  
Relationship of label shape and shape of  
containers, graphic options.  
Printing and diecutting  
Self-adhesif labels.
- Session 13. Corrugated fiber board.**  
Different qualities, flute sizes, type of paper  
used.  
Printing techniques and their limitations in terms  
of graphic design.  
Manufacturing of boxes, in line printing, cutting,  
glueing.  
Other uses of corrugated fiber board (P.O.P.).
- Session 14. Testing a packaging.**  
Visit of the packaging centre testing laboratories.  
Testing a packaging design for sale appeal,  
consumers acceptance and product positioning.
- Session 15. Presentation of final projects.**  
Discussion.

**N.B. All participants were offered individual critic session to discuss further their projects.**

WORKSHOP DESIGN BRIEF

THAILAND 1<sup>ST</sup> CHOICE:

In order to facilitate the introduction of Thai products on the EEC market, a group of Thai manufacturers and exporters has decided to organize a complete programme of promotional actions abroad.

These actions will be articulated around a slogan and a logo which will express in the best possible way that the products on promotion have been carefully selected, that their high standard manufacturing is subject to the best possible care, and that quality control is strictly reinforced. The products can therefore be considered as THAILAND 1<sup>ST</sup> CHOICE.

1. SCALE OF PROJECT

Due to the size of the market and the complexity of a multiproduct action, it has been decided that the promotion:

- will be limited to a selection of food products both canned and fresh (fruits and vegetables).
- it will be held through the gourmet shops distribution system (a more accessible size market accepting more expensive products with a clientele more open to original exotic food items).

The promotion will be held in one country at a time in Austria, Belgium, Denmark, France, Germany, Great Britain, the Netherlands, Italy and Spain. The campaign will consist basically of the following actions:

- A reception will be offered by the Ambassador of Thailand in the country to importers, buyers as well as prominent figures and personalities in the food and gourmet world of the country, as well as representatives of the press, particularly press of the trade. The reception will consist of a buffet of dishes made from the products being promoted. Information concerning the product and the recipes will be available in the form of brochures, leaflets and other documents presenting the manufacturers. A list of the gourmet shops participating in the promotion will also be available.
- Selected gourmet shops will display the products in a special promotional manner, at their discretion, using promotional material designed for the action. Recipes and consumers information will be distributed to the consumers, if possible with the assistance of merchandisers.

## **2. PROMOTIONAL MATERIAL**

For this promotional action the following material is necessary: **SLOGAN AND LOGO.**

Easy to understand in all the languages involved, the slogan must express the objectives of the promotion but also catch the attention and the sympathy of the consumers in its reference to the Thailand environment. The fact that Thailand is known in Europe as a place of vacation should not exclude the use of Thai cultural symbols in as much as they can be identified and understood as such.

As the logo will be used on all the packaging it should be eye-catching and not be in conflict with other necessary legal requirements. It will be the visual element that will link all the products together as well as the promotional document.

### **PACKAGING**

All packagings will have to comply with all EEC regulations. The language problem will have to be carefully studied to allow easy identification of the product rather than the brand's name if unfamiliar or difficult to understand. All packaging will have to use several languages selected according to the country where the product will be sold. Even though adapted to the European consumers graphic expectation and high graphic international standards, the general graphic style should remain Thai in feeling whenever possible.

### **POP MATERIAL**

Point of Purchase material will have to be designed to facilitate special display of products in the stores. This material can be: display cartons, promotional packaging, special shelf units, etc. This material should be easy to ship and preferably done in corrugated cardboard or any other light material.

### **CATALOGUE, BOOK OF RECIPES, PRODUCT INFORMATION**

It is suggested that some documents be made available both for information to buyers/importers and consumers:

- to the buyers/importers: a catalogue describing the product, packaging, size, content, number of units per carton, etc., as well as all necessary trading conditions.

- for the consumers: a document presenting the product and the recipes of the dishes it is used for.

### **ADVERTISING CAMPAIGN**

The promotional campaign will be supported by an advertising campaign restricted to professional and trade press. One page four colour add is required for this campaign.

## **PINS**

A pin or badge will have to be designed for distribution during the promotion.

**N.B.** During the workshop, participants are expected to work on the logo and packaging only.

### **3. MARKET INVESTIGATION**

One of the objectives of the promotional action is to find out how European consumers react to the product presented to them and what are the products they would be interested in buying on a regular basis.

During the promotion market investigation will be conducted through:

- direct interviews of consumers while they are present in the shop.
- answering questionnaires distributed to anybody having bought products and requested to answer after they have used the products.
- checking for each product the volume of sale, to establish statistical figures and determine which product are best accepted.
- if necessary panel discussion with professionals, importers, buyers.

This market investigation will bring significant information to establish a sound marketing strategy for the export of Thai products into the market of the various EEC countries.

### **4. EXPECTED RESULTS**

Besides the result of the market investigation the purposed action is expected to:

- express the willingness of Thai manufacturers and exporters association to be ever-present on the EEC market as reliable partners.
- reinforce the image of Thai food products as high quality products.
- Analyze the present Thai product against the expectation of the EEC consumers and give extremely valuable information for the development of added value products better adapted to the demand of the market.

### **5. LIST OF PRODUCTS PROPOSED FOR PROMOTIONAL ACTION**

- Fruit juices (tropical)
- Jam and preserve
- Frozen fishes and marine products
- Fresh fruits and vegetables
- Canned tropical fruits
- Dried fruits
- Spices and sauces

## OBJECTIVES

The seminar will deal with the relationship between packaging design and marketing strategy.


Through on in depth examination of the problem that a manufacturer has to face when approaching potential export market, the seminar will

- point out what is meant by "marketing strategy" and why such a strategy has to be prepared.
- explain the role that packaging plays in that strategy, and what problems must be solved.
- illustrate through slides presentation how the appropriate packaging can be developed with the collaboration of a design studio.
- discuss the various possibilities to check if a packaging is appropriate for a target market.

## WHO SHOULD ATTEND?

General manager, marketing and sales managers and their assistance, representatives of market research companies, advertising agencies, design studio willing to increase their competences regarding export development will greatly benefit from the information that will be dispensed during this seminar.

## SEMINAR PROGRAMME

<b>PACKAGING : A TOOL FOR MARKETING CONSUMER GOODS FOR EXPORT</b>		
<b>Morning</b>		<b>Afternoon</b>
8.30-9.00	Registration	12.00-13.30
9.00-9.30	Opening Ceremony by the Governor of TISTR	13.30-15.00
9.30-12.00	Panel Discussion "Opportunities for the Thai Industries in Export Market"	15.00-15.15
	* Mr. Suphatr Tansathitikorn President, Marketing Association of Thailand	15.15-16.00
	* Mr. Songchai Saisavetvaree Director, Trade Information Division Department of Export Promotion	16.00-16.30
	* Spa Advertisting Co.Ltd.	Lunch
		Designing A Good Packaging
		* Mr. Guy Chevallier UNIDO Consultant
		Coffee Break
		Discussion and Questions
		Closing Ceremony
		
		<b>THAI PACKAGING CENTRE</b>

## REGISTRATION FEE

฿ 800 per participant for non-member of TPC  
 ฿ 700 per participant for member of TPC  
 The fee included handouts, lunch and coffee breaks

## VENUE

Thai Packaging Centre (TPC), Thailand Institute of Scientific and Technological Research (TISTR) 196 Phahonyothin Road, Chatuchak, Bangkok 10900



ANNEX 6

NEW PACKAGING DESIGNS PRODUCED DURING THE MISSION

- 1 to 8 Logo designs for the "THAILAND 1st CHOICE" promotion.
- 9 Retail packaging for fruits and sticker for sapodilla
- 10 Shipping carton for sapodilla
- 11, 12 Gift box for fruits
- 13, 14 Packaging for flower
- 15 First mockups for the packaging for processed marine products (fishcakes)
- 16, 17 Final mockup for above
- 18 Adaptation of design to other products of the same type and brand
- 19 Final design among competitive products
- 20 Alternative design for spices; new design at right.
- 21, 22 Complete line of products including flexible packaging
- 23, 24 New design for jam, standard and promotional packaging for three different flavors
- 25, 26, 27 Packaging for dried fruits
- 28 Label designs for various containers



**THAILAND**

**1<sup>st</sup>**

**CHOICE**







THAILAND  
1<sup>st</sup> CHOICE





THAILAND<sup>st</sup> CHOICE





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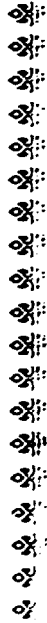
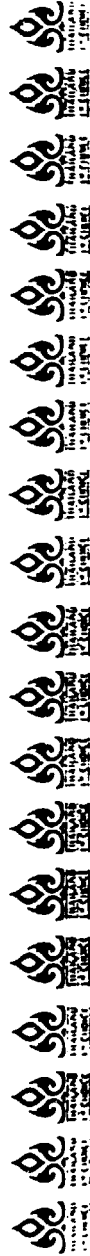
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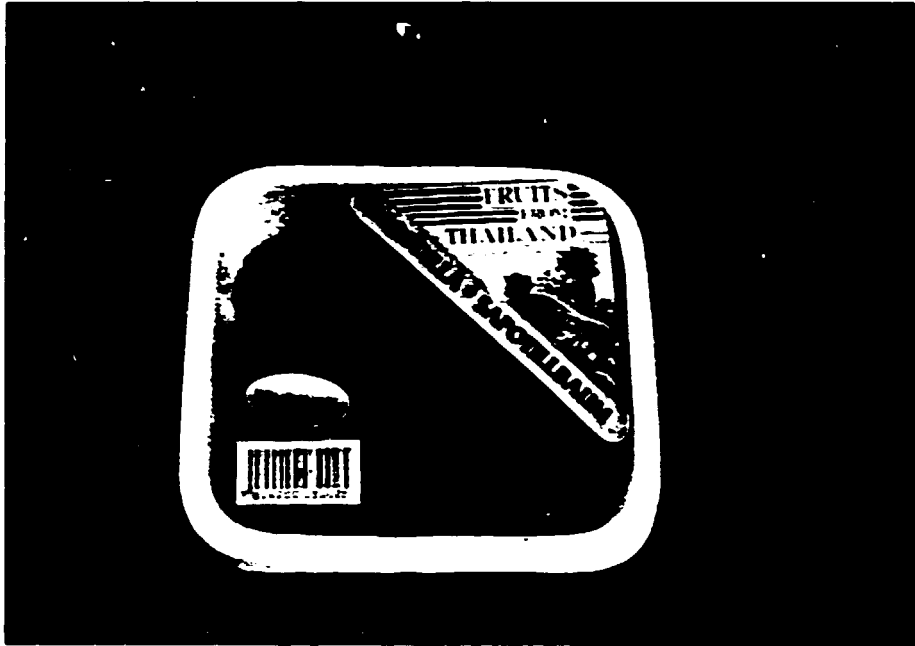
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**1<sup>st</sup> CHOICE**

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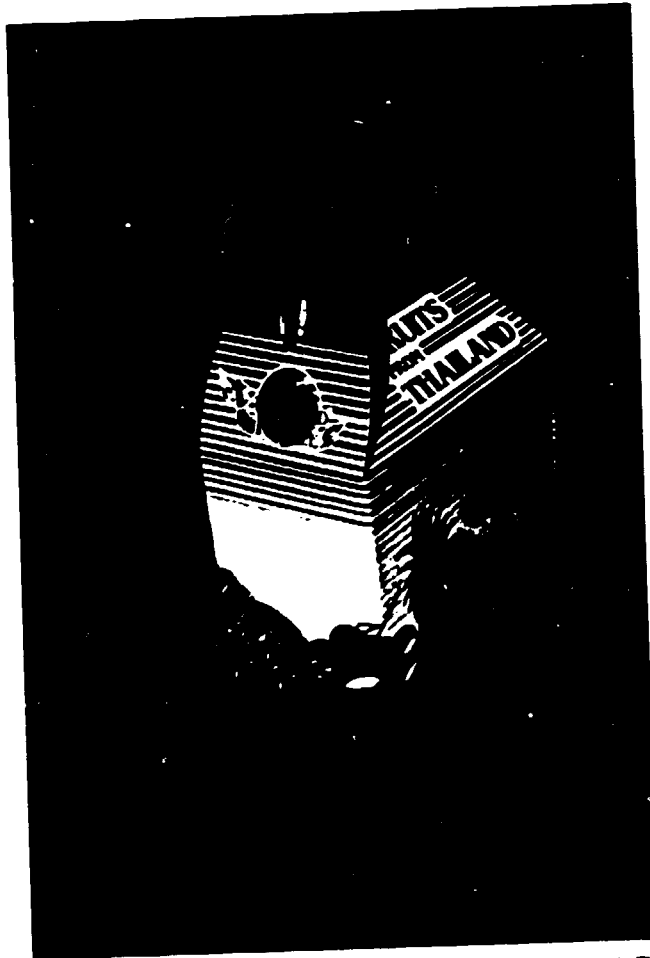
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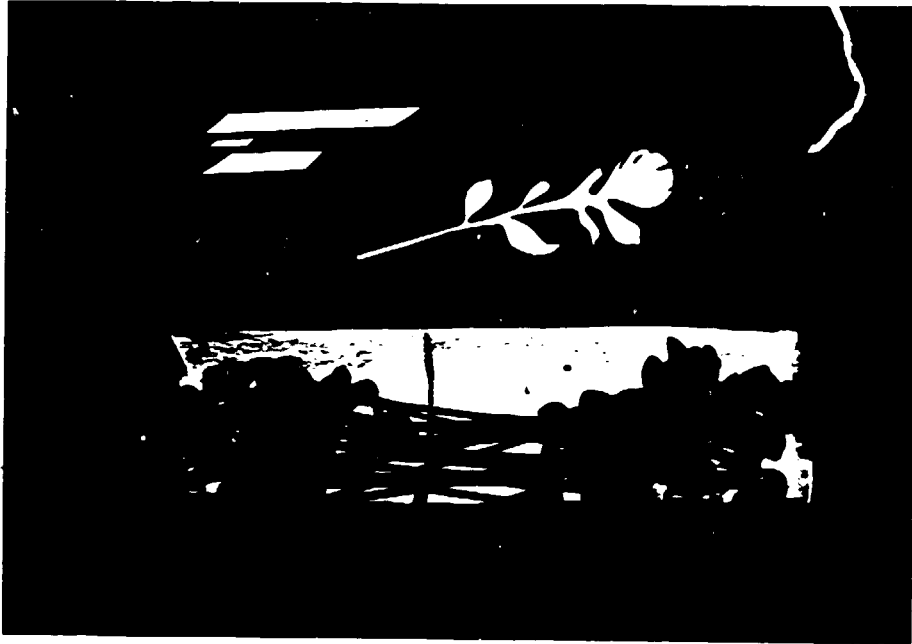
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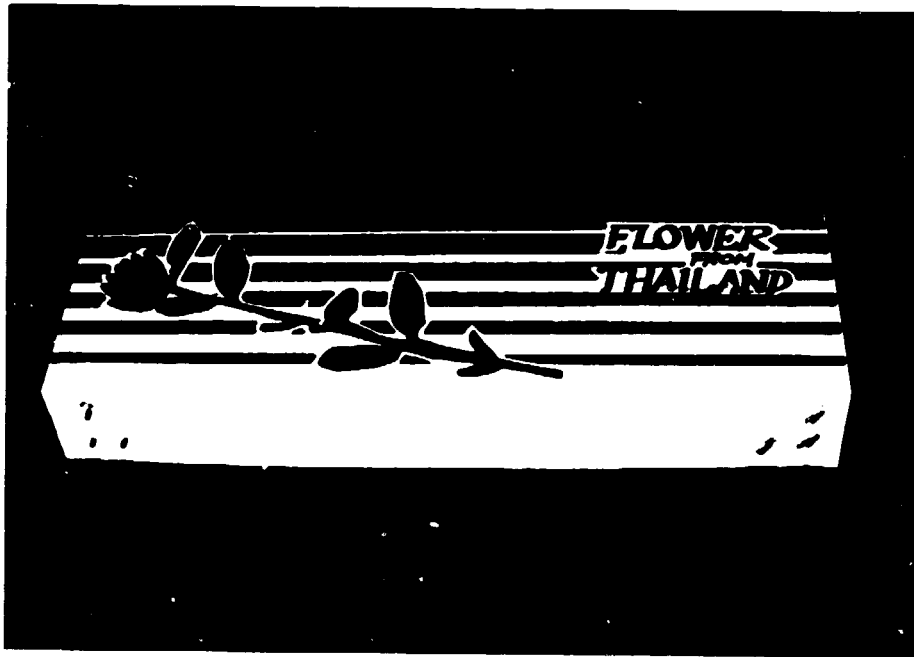
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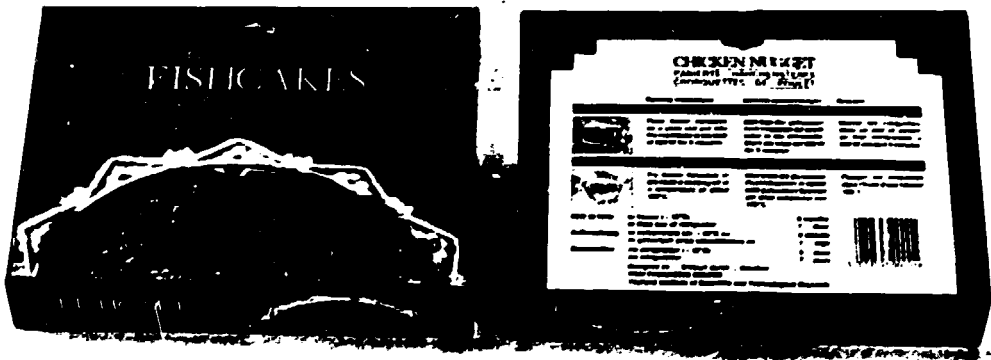
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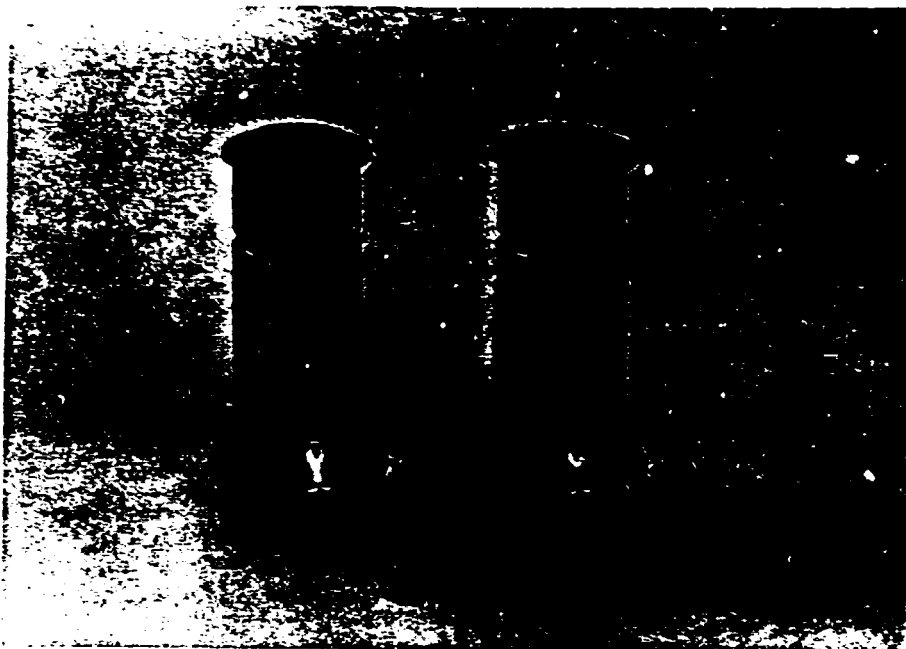
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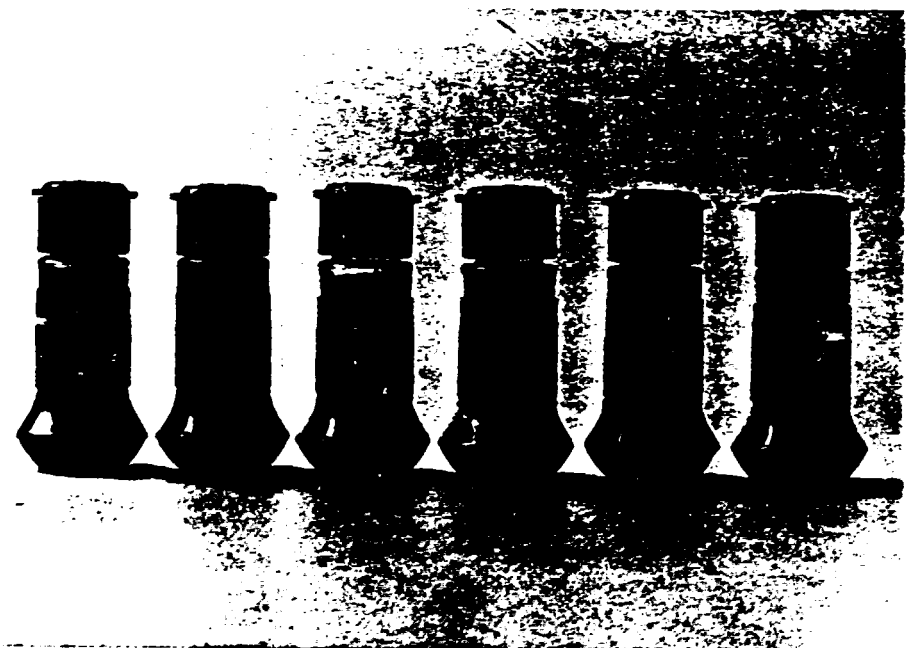
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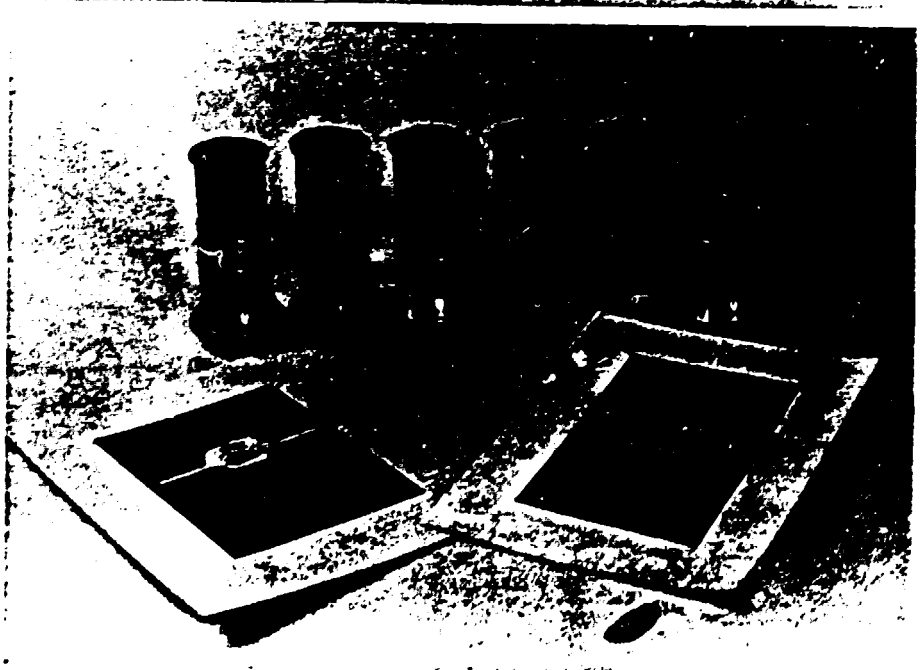
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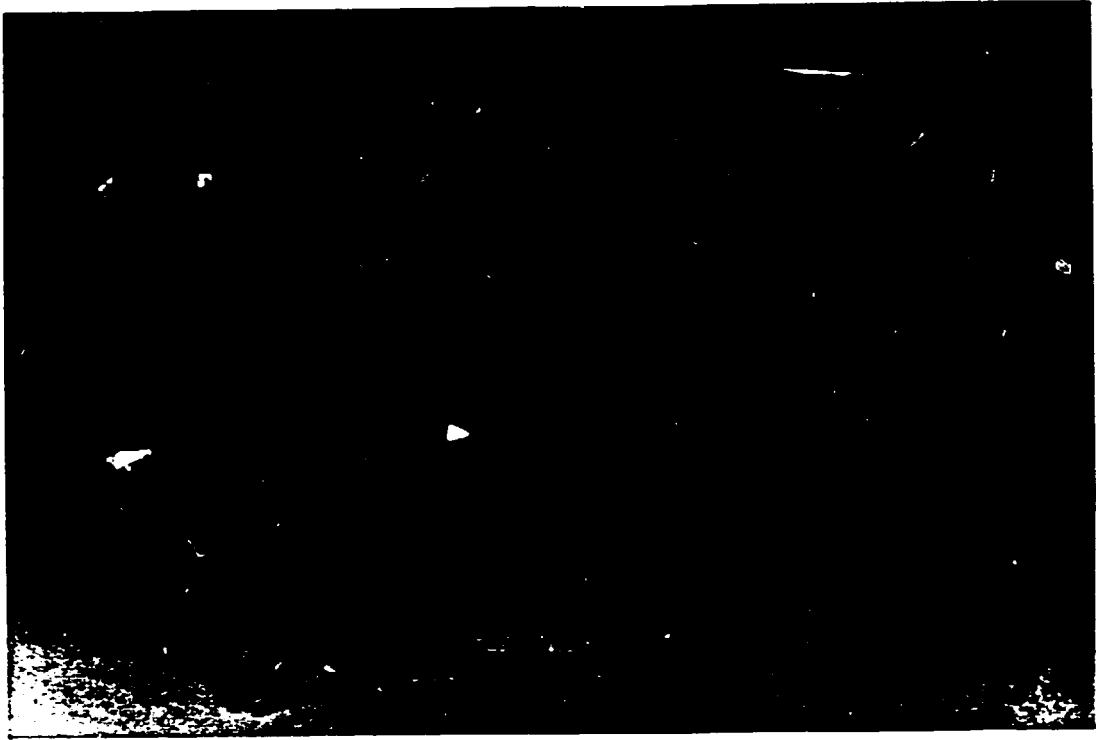




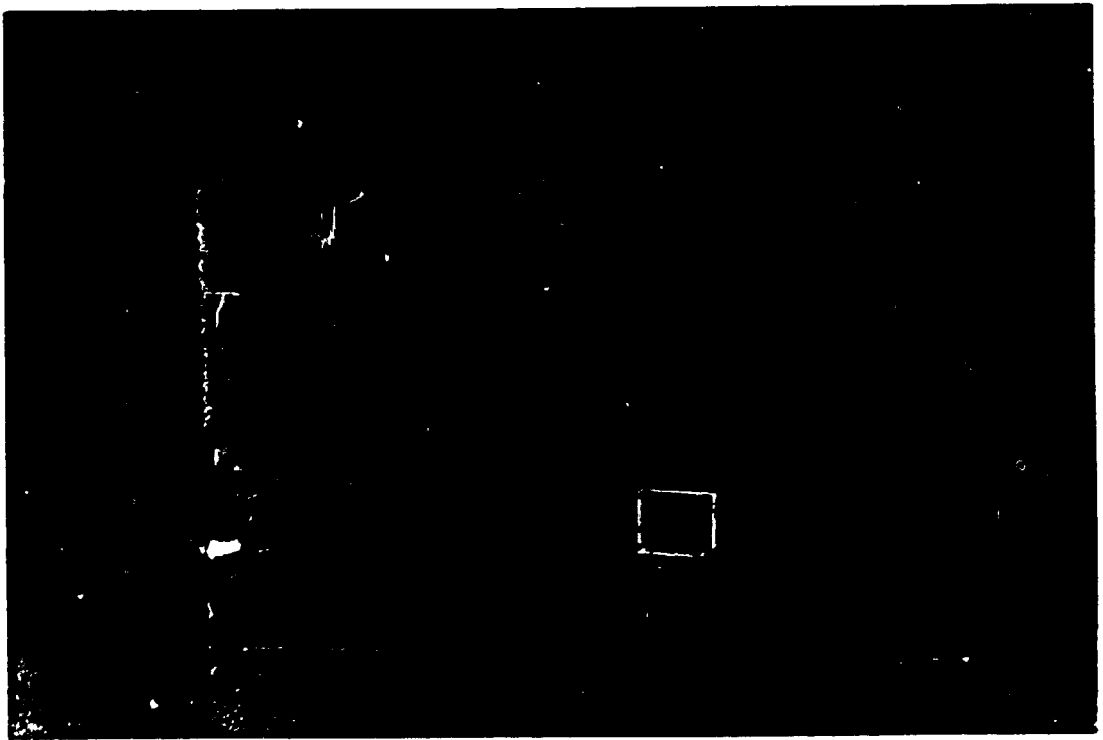
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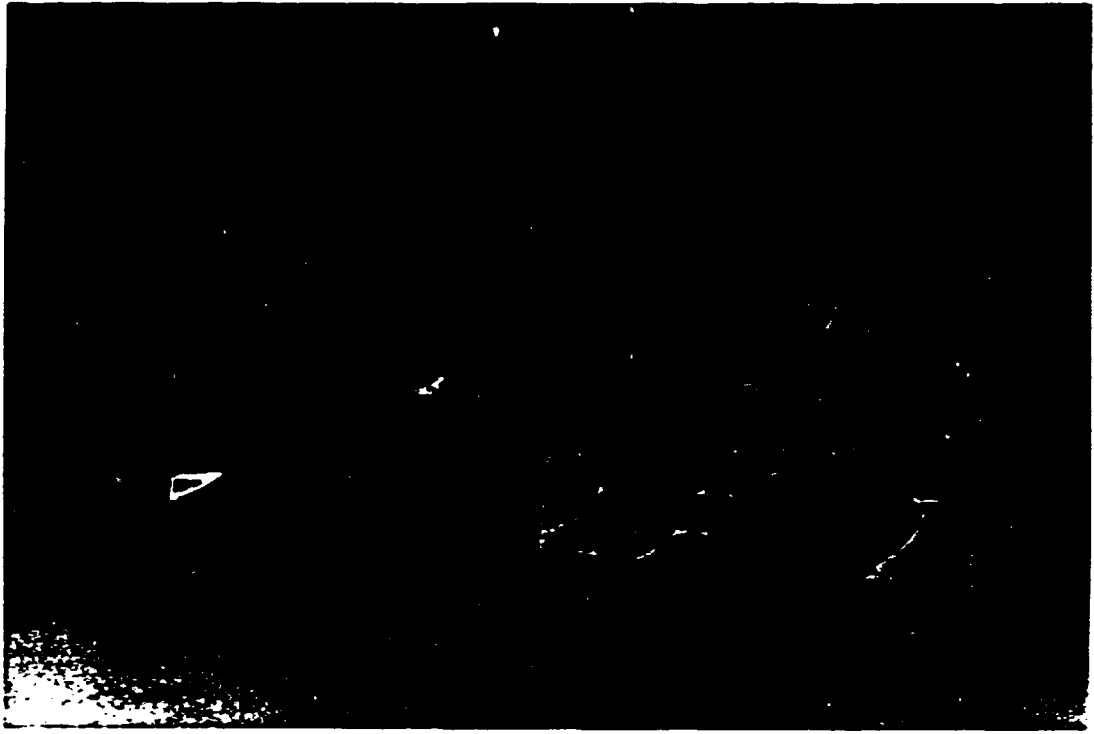
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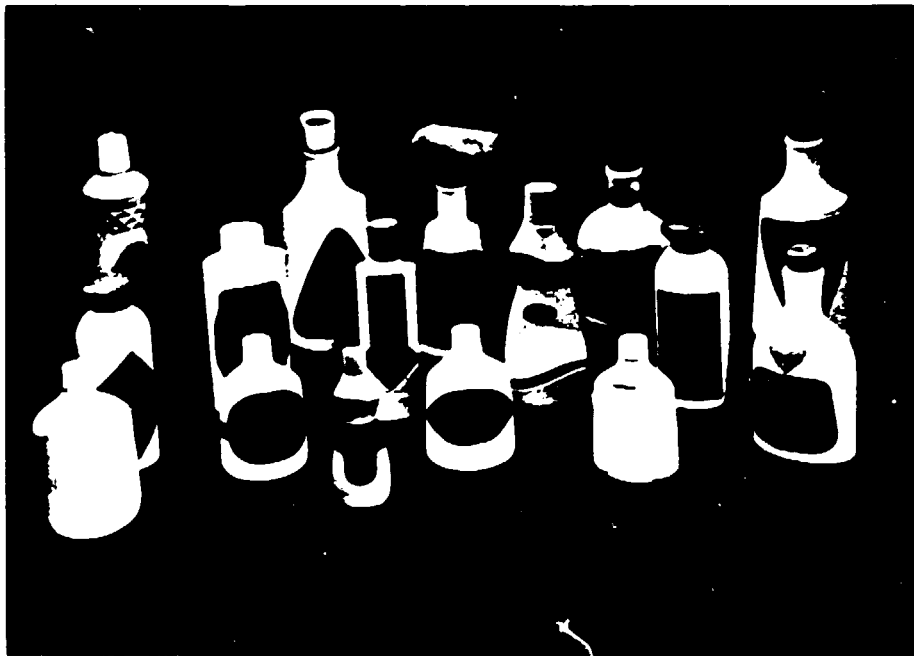
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**LIST OF TOOLS REQUIRED FOR MODEL MAKING**

The tools required are of the type used for scale model making like aeroplane, boat and to work on soft wood, plastic sheets, thin metal sheets, etc.

**HAND TOOLS:** They should include;

- hand carving tool for plaster,
- small metal ruler, 45 and 30 angles,
- set of calipers,
- set of clay modeling tools,
- marble banch, scrapers,
- set of fine saws, cutters, pliers.
- clamps in 2 sizes.
- work banch

**POWER HAND TOOLS:**

- jigsaw with fine blades,
- slow drill for very fine drilling,
- special electric flet or bandsaw for cutting small pieces of thin soft wood, plastic sheets, board.
- small circular saw with fine blades.
- sanding machine.

**OTHERS**

- Tools for trimming rough material or machine combining the operations with circular saw, planer, spindle moulding.
- Band saw capable of cutting wood and plastic up to two centimetres.
- Small wood turning lathe and cutting knives for producing shapes of bottles.
- Spraying booth and guns.

**SPECIAL TRAINING PROGRAMME  
IN PACKAGING TECHNOLOGY AND DESIGN.**

**OBJECTIVES**

The designing of packaging present particularities which which Thai graphic designers have are not very familiar. Presently packaging design is handled either by advertising agencies or by the only few packaging manufacturers which have some in-house design facilities. Most of the time the designs produced are not of appropriate quality because:

- the technical limitations of the materials or the manufacturing technics are not well known to the graphic designers in the studios.
- the designers approach is based essentially on finding a graphic solution without a global understanding of the marketing mix of which packaging is a major partner.

The result being the production, by an otherwise well equipped packaging industry, of packagings than can or will not:

- on the local market: sustain the competition of imported products;
- on the export market: compete with similar product coming from other developing countries, or produce the necessary impact to penetrate the target market.

To be in a position to assist packaging users in developing their sales locally and abroad , the packaging industry of Thailand need the assistance of competent designers. At the present the curriculum of the design schools in Thailand do not offer a specialisation in this field of design; it is therefore proposed that a special training programme in packaging technology and design be introduced as soon as possible at the Faculty of Science of Chulalongkorn University under the responsibility of the Photographic Science and Printing Technology Department.

## **CONTENT OF THE PROGRAMME.**

**The training will deal essentially with the design of retail packaging.**

**It will cover the interaction of the two basic aspects of packaging design:**

- **technology of packaging materials and manufacturing,**
- **graphic translation of marketing objectives**

**In the performance of the three functions of packaging:**

- **protection,**
- **communication,**
- **service.**

**Through lectures, case studies and design projects, the training will put the emphasis on the proper way to make creative decisions on the basis of analysis of technical feasibilities to satisfy consumers needs and expectations in order to arrive at satisfactory packaging solutions.**

**To achieve this, the programme will include:**

- **technical information sessions and factory visits during which the packaging materials and their conversion will be presented and discussed in term of their design limitations.**
- **lectures on the fundamentals of market research, methods of collecting, analysing and compiling market information into a design brief, testing of mock-ups. Other topics such as project and studio management will also be covered by lecturers.**
- **design practice and critic sessions during which new designs will be produced under the guidance of instructors.**

**N.B. The programme will not include training in the use of computer for the production of the designs, however participants familiar with this technic will be able to use equipment available at the department.**

### **DURATION OF TRAINING.**

The programme will extend for a period of 6 weeks and will be carried full time 5 days a week. A typical week programme, during the first 4 weeks will be as follows:

- |  |          |
|--|----------|
| - technical information sessions:                                    | 8 hours  |
| - practical training (photo, prepress, printing,)<br>factory visits: | 8 hours  |
| - lectures:  | 4 hours  |
| - design practice and critic sessions:                               | 20 hours |
- for a total of 40 hours per week

During the last 2 weeks the practical training and the design practice and critic sessions will cover most of the programme.

( see alternative proposition below )

### **PARTICIPANTS.**

The number of participants will be limited to 15. They will be selected among graduated students in graphic or product design, faculty members, professional designers or other members of the trade who can justify of their design experience. Fluent English will be essential.

## **FACULTY, EQUIPMENT, FACILITIES.**

### **Faculty.**

The coordination of the training programme will be the responsibility of the Photographic Science and Printing Technology Department. In carrying the training its faculty will be assisted by:

- The Thai Packaging Center for handling the technical information sessions in the packaging areas not familiar to the Department faculty. The Center library will also make available its collection of books, brochures and magazines.
- A guest lecturer for the topics dealing with marketing, preferably a professional marketing consultant invited from a country where this type of research is common practice.
- A professional packaging designer with teaching experience to be responsible as consultant for:
  - the final preparation and organisation of the programme,
  - the selection of the design projects to be assigned to the participants,
  - conducting the design practice and critic sessions.

### **Equipment.**

The present equipment available at the department is perfectly adequate to satisfy the needs of the training programme. The participants will be requested to bring their own design tools, and to acquire all material necessary to developpe their designs.

### **Facilities.**

The studio space, lecture hall and other facilities available at the department are quite appropriate and no other will be required to conduct the proposed programme.



### **SELECTION OF DESIGN PROJECTS, MARKET INFORMATION.**

In order to put the participants in a real design situation, it is highly advisable that the design practice and critic sessions deal with existing products for which the manufacturer requires a new packaging either for the local market or for a specific export market.

In this last case, both the marketing consultant and the design consultant would be required to gather some basic information on the target market and collect samples of existing successful packagings prior to the training programme. The new design would then be based on the appropriate positioning of the product on the target market.

N.B. Considering the budget involved (see attached proposal of Institut Pierre Bessis in Paris ) and the considerable commercial value of the information collected, a financial participation should be requested from the product manufacturer.

### **ALTERNATIVE PROPOSAL.**

In order to include the testing of the new designs on their target market the training programme could be envisaged as a split programme as follows:  
**Phase one:** 4 weeks covering all the technical informations sessions and lectures and development of first design mock-ups.

**Phase two:** 4 weeks for testing of mock-ups on their target market by the market research consultant.

**Phase three:** 2 weeks including the presentation of tests results and the finalisation of the design accordingly.

This programme would cover all the normal steps of a packaging development for a specific market and would provided the participants with a very complete and exclusive training.

### **FURTHER DEVELOPMENT OF TRAINING IN PACKAGING TECHNOLOGY AND DESIGN.**

The proposed programme should be considered as a first step toward the organisation of a post graduate specialised full curriculum course in Packaging opened to graduate student coming from other applied arts department or design schools. A one year programme could be designed to cover all packaging issues in relation with sociological and economical development as well as environmental questions.

Considering that such a programme is not available in South East Asia it should be approached at the International and Regional level.

Guy CHEVALLIER  
UNIDO CONSULTANT,  
BANGKOK, FEBRUARY 22,1992.

**MARKETING - QUALITATIF - CRÉATIVITÉ, 21, RUE GRENETA, 75002 PARIS. 40.26.45.09.**

ACCEPTABILITÉ D'UN NOUVEAU CONCEPT - ÉTUDE DE LA PERSONNALITÉ D'UNE MARQUE - MOTIVATIONS ET FREINS -  
RECHERCHE D'AXE ET DE POSITIONNEMENT - TEST DU MIX-PRODUIT NOM, PACKAGING, PRODUIT, COMMUNICATION  
- RECHERCHES CRÉATIVES DE NOUVEAUX PRODUITS - RECHERCHES DE MARQUES - RECHERCHES D'UN CONCEPT DE  
COMMUNICATION - ÉTUDES POUR LE RÉAMÉNAGEMENT D'UN POINT DE VENTE - ÉTUDES SUR LA COMMUNICATION EXTERNE  
ET INTERNE

METHODOLOGIES SPÉCIFIQUES : CRÉANOVE, CHRYSALIDE, ZOOM, COMMANDO-SUGGESTIONS, MARKOTHÉQUE

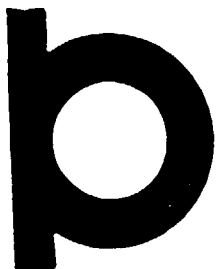
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ENTREPRISE MEMBRE D'UNE ASSOCIATION AGRÉÉE - LE RÉGLEMENT DES HONORAIRES PAR CHÈQUE EST ACCEPTÉ.

## **STRATEGY OF IMPORTING THAI PRODUCTS IN EUROPE**

**THAI PACKAGING CENTER 3576**

**OCTOBER 91**



**INSTITUT  
PIERRE  
BESSIS**

*- INSTITUT BESSIS -*

## CONTEXT

- The Thai Packaging Centre and its associated industries  
- Thai exporters and manufacturers -  
wish to launch **VARIOUS RANGES OF THAI PRODUCTS** in Europe.

- 3 ranges are being taken into considération at the moment.



**SEA PRODUCTS**



**HORTICULTURAL  
PRODUCTS :  
ORCHIDS**



**FOOD AND DRINK  
CONSERVES**  
- canned fruits  
- juices  
- soups

- The object of this project is to define a **PRECISE COMMERCIAL STRATEGY** of these products, apt to satisfy :

➔ the needs and exigencies of potential **IMPORTERS**

➔ the needs and expectations of the **FINAL BUYERS**



**Final objective : ADAPT THE OFFER TO MARKET DEMAND**

## QUESTIONS WHICH MUST BE ANSWERED

### For each range

- ➔ Offer content                      ➔ which products :
  - "classical" products
  - différent, more original products
  
- ➔ Offer descriptive                  ➔ qualities - product
  - ➔ sizes and contents
  - ➔ specific technical aspects :  
    manufacturing, conservation  
    delivery time etc...
  - ➔ selling conditions
  - ➔ types of packaging
  - ➔ price range options
  
- ➔ Distribution circuit                super/ hypermarkets,  
   specialised boutiques...other.option ?
  
- ➔ Positioning                        ➔ Should the representation put the  
   emphasis on Thai or not... ?
  - ➔ which qualities and values should  
    be put forward for each range ?
  
- ➔ Brand name                        ➔ Research of an inspiring brand name
  
- ➔ Target groups                      ➔ Ethnic or european consumers...?

**METHOD**

■ **Recentering :**

Collection and analysis of all available information on the products :  
their market - history, their specific qualities, the objectives  
Work undertaken in collaboration with the client, in Paris

■ **Strategic orientation**

Desk Research 1

Research on the importers needs 2

Research on the profile of potential clients 3

**STRATEGIC RECOMMANDATIONS**  
Presented in Bangkok

■ **Brand Name Research** 4

■ **Conception/elaboration of the products and packaging mock ups.**

■ **Testing of the products and packaging mock ups or prototypes** 5

■ **Finalisation of the products and packagings**



**LAUNCHING**

## DESCRIPTION OF METHODOLOGY

### 1 - Desk Research

- ➔ **Collect the quantitative facts on these product-universes**
  - **evaluations of sale volume**
  - **selling outlets and distribution circuits**
  - **already existing competitive brands**
  - **sales prices**
  
- ➔ **Procure the main existing products on these markets to obtain through panel discussions, a reaction from professionals and consumers.**
  
- ➔ **Draw conclusions on their respective universes.**

## **2 - Research on the importers needs**

➔ **Will be conducted :**

➔ **12 INDIVIDUAL IN-DEPTH INTERVIEWS** of professional buyers of all the universes concerned.

**Each interview is :**

- conducted by a sociologist according to a predetermined in- depth guideline.
- recorded on tape
- lasts @ one hour.

**3 - Research on the profil of the final clients**

- Will be conducted :

➔ **4 FOCUS GROUP DISCUSSIONS**

- This method will permit a fine and precise analysis of client needs and expectations
- Group size : 5 persons
- Duration of discussion @) 2 hours
- Discussion conducted by the research director or his/her assistant

- Target : The groups will be composed of men and women of both french and asian origin, all regular buyers of the type of product concerned, and will be organised in the following manner :

Focus group 1	French	Buyers	30/45 years
Focus group 2	French	Buyers	30/45 years
Focus group 3	Asian	Buyers	30/45 years
Focus group 4	Asian	Buyers	30/45 years



#### **4 - Brand Name. Research**

**This research will be conducted using the MARKOTHEQUE as a base .**

**The MARKOTHEQUE is a name-bank containing over 50.000  
atmosphere-evoking names, classed according to THEME**

**By using the results of the previous phase as a basis, we will draw up  
a creative report comprising 60 PERTINENT BRAND NAMES**

## **5 - Testing of the products and prototype packaging**

As in the preceding phase 3, we will conduct :

→ **4 FOCUS DISCUSSION GROUPS**

Targets and division of the groups will be identical to the previous phase.

## BUDGETS

Desk research	20.000 FF
Importers profile research	68.000 FF
Consumer-profile research	86.000 FF
Brand Name research + legal deposition	70.000 /100 000 FF
Prototype packaging testing	86.000 FF
	-----
	330.000 à 360.000 FF

These prices include :

- The presentation of a documentary file
- The recruiting and remuneration of group participants
- The conducting of individual interviews
- The conducting of group discussions
- The analysis and synthesis of the ensemble of the results
- The presentation, in 4 copies, of the final report, translated into english
- The cost of return trip to Bangkok including hotel expenses

Backstopping officer's comments

Marketing oriented packaging graphic design is a very important field, in connection with the sales promotion function of packaging.

Although the envisaged success of a graphic design may benefit of co-ordination with advertising programmes carried out for the same product, the execution of appropriate packaging graphic design requires acquaintance with the concerned package manufacturing technology and with parameters of the target market, which may not always exist from the side of a local advertising agency.

Advertising design requires a lot of graphical design knowledge and that is a main reason for the fact that in many developing countries the execution of packaging graphic design is contracted for execution by an advertising agency.

However, packaging graphic design is a very specialized subject which is a specific field of professional application in market developed countries.

In Thailand, like in most of the developing countries, a lot of improvement is required in marketing oriented packaging design for appropriate sales performance of the packages concerned at the international competitive markets.

In this connection the expert devoted the main activities of the mission to theoretical and practical training of designers from both the Thai Packaging Centre and the private industries, in the technological basis, marketing principles, methodological approach and technical execution of packaging graphic design.

The recommendation of the expert related to the establishment of computer-assisted design capability at the Thai Packaging Centre, as well as the recommendation of a follow-up training programme for local designers, are pertinent and worth further consideration.